

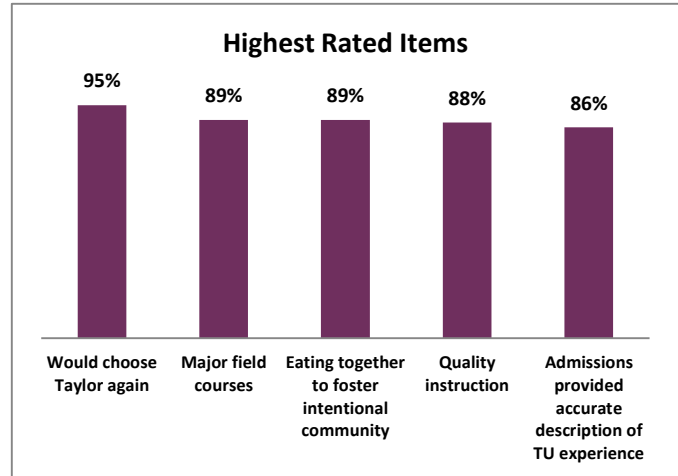
*“Coming in as a freshman, our son had spiritually strong, upperclassmen wingmates who befriended him, challenged him, and encouraged him spiritually. The wing social activities, dinner time as a wing, small group Bible studies, and strong friendships have given our son a great sense of belonging on his wing.”* --participant in the 2015 Parent Survey

### Methodology

- Online survey administered during the summer months
- Response rate was 35% (679/1951) (62% in 2010)
- Focus of survey: Academic Experience, Campus Experience, University Services, Food Service and Professional and Vocational Preparation

### Strengths to Celebrate

- Given the opportunity to choose a college again, 95% of parents strongly agree/agree that they would support their student’s choice to attend Taylor.
- Among Academic Experiences items, 89% of parents strongly agree/agree: “Major field courses have provided my student with a beneficial learning experience.” Additionally, parents expressed high levels of agreement that their students have experienced “Meaningful interactions with faculty” (87%).
- 88% of parents strongly agree/agree that their student has experienced “Quality instruction in the classroom.”
- 86% of parents strongly agree/agree that during the admissions process, the TU Admissions Office accurately described the Taylor University experience.
- Parents report greatest areas of growth for their students in the following areas:  
1) Relationship with God, 2) Critical Thinking, 3) Verbal Communication, and 4) Theological Understanding.
- 89% of parents strongly agree/agree with the statement: “I value that all on-campus students are able to eat together, if they choose, to foster intentional community.”
- Bursar’s Office (86% extremely helpful or helpful) and Admissions (85%) received the highest ratings.
- Parents strongly agree/agree that their students have benefitted from: Engaging in campus events and programs (86%), Sense of belonging on his/her wing or floor (85%), and Attending chapel (85%).
- 86% of parents are very satisfied/satisfied with the helpfulness of Taylor staff when they have a concern or question.
- In response to prior survey results, Taylor has attempted to improve career services. Several items related to this area remained stable since 2014 and improvements were noted in: My student’s Taylor Experience has helped prepare him/her for employment.(77% in 2015, 75% in 2014, strongly agree or agree), The Calling and Career Office has equipped my student with resources and skills to begin the job search process (28% in 2015, 27% in 2014), and The Calling and Career Office has equipped my student to find employment (32% in 2015, 27% in 2014).



### Opportunities for Improvement

- Writing Skills, Scientific Literacy, and Understanding of the Arts were among the lower rated items regarding the growth parents believe students have experienced as a result of the Taylor experience.
- Although there is still room for improvement, overall, Food Service items showed positive increases when compared to the 2014 results. Parents are moderately satisfied with food service options (65%, an increase of 4% over 2014). 56% were satisfied with the cost of their student’s meal plan (increase of 2% over 2014).
- Parents are satisfied with the helpfulness of the Financial Aid Office (77%; 21% neutral) but expressed lower levels of satisfaction with financial aid packages (60 %, 20% neutral; 59% in 2014).
- Career services continues to be an area of improvement. While a majority of parents believe that Taylor is helping students to develop a sense of vocation and to prepare for employment, only 32% (39% neutral) believe that the Calling and Career Office is equipping their students to find employment. (Note: This is an increase of 5% over 2014 results, which is moving in the right direction.)

### Dissemination of Results

- The 2015 TU Parent Survey results are reviewed by the President, University Cabinet, and Board of Trustees.
- Parent Survey results are shared in the monthly *Parent Perspectives* newsletter.
- Results have been reviewed by the University Assessment Council and select items have been added to the University Report Card and Annual Assessment Report to bring attention to issues of importance.